

July 2008

# INROADS

Paving the Way for Montana's Disadvantaged Business Enterprises



DBE Program  
Civil Rights Bureau  
Montana Department of Transportation  
P.O. Box 201001  
Helena, Montana 59620-1001

Volume 8, Issue 2

## People Worth Knowing: Beki Glyde Brandborg

**B**eki Glyde Brandborg was recently selected by the DBE program to provide marketing training and tips for interested DBEs. For the last twenty years, Beki, a Montana native, has been working to improve the success of disadvantaged small businesses. Beki received her Bachelor's degree in psychology and sociology and completed graduate classes in public relations. She started her career working for Ralph Nader and various environmental groups before broadening her scope to include facilitator, mediator and strategic planner. Beki runs workshops in social marketing, business basics, first-time home ownership, money management and budgeting and manages about fifteen different projects at any given time.

Beki's present work includes helping to run a workshop to help homeowners avoid foreclosure; developing strategic plans with the Montana Departments of Labor and Commerce; and providing training for Montana Legal Services Association on social marketing. She recently worked with the Montana Organic Association Board of Directors and Big Brothers Big Sisters Board of Directors. Beki is also active in the community, serving on nine boards of directors.

Beki is enthusiastic about helping people succeed, "I love what I do. I respect people's capacity to do what they want to do and am pleased to help with that. Everyone needs help at some time, and I am happy to provide that."

Beki will present a series of workshops in different parts of the state addressing market research and marketing training in May. She will fine-tune her training to your specific business needs and promises the trainings will be fun, enjoyable and stress free. You need to register in advance for the half-day workshops. If you are looking to find a balance between keeping your business alive and enjoying your passion, this training is for you.

Beki's final tip for new businesses, "Let people know one-on-one what you are providing—don't depend on advertising. Learn as much as you can: read books, attend workshops, watch videos, do everything you can, because the success is all up to you. You need to have good systems in place and a marketing plan. *It is possible to learn this.* Talk to businesses with which you are not in competition. The market is always changing, so you have to change with it. Stay competitive and provide new options for your customers. Keep moving the boulder."

Contact Beki at (406) 442-2265 or [Beki@initco.com](mailto:Beki@initco.com)



### We Got a (not too extreme) Make Over!

**I**nroads, the Montana DBE Newsletter, is your tool to gain new ideas, meet new people, network with other businesses, blow your own horn, and move your business down the road to success.

- ♦ Do you have a question about running a small business, competing for contracts, performing contracts, or technical aspects of highway construction?
- ♦ Have you or an associate won an award or been promoted?
- ♦ Do you have an idea for an article, or would you like to have your firm profiled in the newsletter?
- ♦ Do you want to show off your good looks or your contracting handiwork?
- ♦ Do you want to hire an employee or buy/sell a business-related item?

Send questions, comments, ideas, photos, and want-ads to: [turnerandassocmt@aol.com](mailto:turnerandassocmt@aol.com) or call (406) 443-8096.

# INROADS

## Bid and Contracting Opportunities

### MONTANA DEPARTMENT OF TRANSPORTATION—Proposed for letting July 31

UPN / UNIT	PROJECT ID	FINANCIAL DISTRICT	PROJECT DESIGNATION	TYPE OF CONSTRUCTION	LENGTH MILES
1744 001	NH 5-1(30)6	1	VARO-MCCLURE ROAD	RECONSTRUCTION - WITH ADDED CAPACITY	6.4
4498 000	STPU-CM-STPE 8117(3)	1	HIGGINS/HILL/BECKWITH-MISSOULA	TRAFFIC SIGNALS & LIGHTING	
5016 000	HSIP 15(58)	1	2001-SFTY IMP-COLUMBIA FALLS-S	ROADWAY & ROADSIDE SAFETY IMPROVEMENTS	
4713 001	HSIP 1201(11)	2	SIGNAL-19TH & KOCH-BOZEMAN	TRAFFIC SIGNALS & LIGHTING	
4706 000	HSIP 231-1(6)5	3	2000-SAFETY IMP-S OF JCT S-279	ROADWAY & ROADSIDE SAFETY IMPROVEMENTS	0.8
4324 000	BR 5205(16)	3	BNRR-RIVER DR-GREAT FALLS	BRIDGE REPLACEMENT WITH NO ADDED CAPACITY	0.4
4918 000	CM-STPU 1201(9)	2	S 19TH & COLLEGE - BZMN	RECONSTRUCTION - WITH ADDED CAPACITY	
6235 000	SFCU 5208(1)	3	PARK DR-6TH ST-1ST AVE-N	RESURFACING-ASPHALT(THIN LIFT<=60.00MM)(SCHEDULED MAINTENANCE)	0.7
4952 000	MT-STPU-CM 1201 (12)	2	BABCOCK TO KAGY-BOZEMAN	RECONSTRUCTION - WITH ADDED CAPACITY	1.4
4743 000	MT-CM-STPU (009)	5	BILLINGS AIRPORT ROAD	RECONSTRUCTION - WITH ADDED CAPACITY	3-7

### Web Site Quick Tip: Avoid Web-Browsing Hell

Have you ever been to a web site where the design and menu changed as you went from page to page until you found yourself completely lost and not even sure that you were still on the same web site? This is a common mistake in web design. Every page of your web site should have a consistent graphical design and menu structure, and nothing should be more than two or three clicks from your home page.

Tobe Johnson is a web consultant with Johnsons.Net in Helena. Visit his web site at: <http://www.johnsons.net>



### OTHER STATE OF MONTANA OPPORTUNITIES

Please check *State Bids and Proposals* in the *Business* section of [www.mt.gov](http://www.mt.gov). Because the State's new fiscal year began July 1, there were no opportunities posted at press time.

### Meetings, Workshops, and Training Opportunities

July 15—17	<b>Workforce Innovations 2008</b> Forging effective strategies for innovation and talent development New Orleans, LA Contact: <a href="http://www.workforceinnovations.org">www.workforceinnovations.org</a>
July 16	<b>Concrete Field Testing Training—Technician Grade 1</b>
July 17—18	<b>Concrete Field Testing Technician Grade 1 Certification</b> Missoula, MT Contact: Kristen Beckstead (801) 250-3444
July 22	<b>U.S. Navy Women-Owned Business Day</b> Network with Navy leaders and purchasers \$150—\$175; Embassy Suites, Washington, D.C. Contact: US Women's Chamber of Commerce (888) 41-USWCC
July 23—25	<b>US Small Business Federal Contracting Summit</b> Agency purchasing information and one-on-one sessions with agencies and prime contractors Registration fee varies; Embassy Suites, Washington, DC Contact: US Women's Chamber of Commerce (888) 41-USWCC
Sept. 9—10	<b>Native American Procurement Conference</b> Meet one-on-one with federal, state, and corporate purchasers \$78; Hilton Garden Inn, Kalispell, MT Contact: Lou Thompson (406) 758-1360 or Shannon Whiteman (406) 1361
Sept. 9—11	<b>International Conference on Transportation Construction Management</b> All aspects of successful project delivery Orlando, FL Contact: Judy Yahoodik (617) 494-3534 or <a href="mailto:yahoodik@volpe.dot.gov">yahoodik@volpe.dot.gov</a>

### Welcome, Recently Certified DBEs!

<b>C2 BUSINESS SOLUTIONS</b> Carol Cunningham PO Box 453 Polson, MT 59860 Phone: (406)261-3200 E-Mail: <a href="mailto:cunninghamcarol@yahoo.com">cunninghamcarol@yahoo.com</a> , <a href="mailto:hamcarol@yahoo.com">hamcarol@yahoo.com</a> , Work Types: accounting/financial, advertising/public relations/marketing, business management, business/finance, construction management services, education/training, project management	<b>PRINT LINK, LTD</b> Laura Pettengill 3972 Hwy 93 N, Suite A Stevensville, MT 59870 Phone: (406)777-2773 Fax: (406)777-2406 Website: <a href="http://www.Printlinkmontana.com">www.Printlinkmontana.com</a> Work Types: business promotional, product sales, distributor of printed products	<b>RIVERS QUEST CONSULTING</b> Jeannine Wirth, P.E. 29282 Chipmunk Court Bigfork, MT 59911 Phone: (406)291-0995 Website: <a href="http://www.riversquest.com">www.riversquest.com</a> Work Types: business management, other professional services
<b>ELIZABETH YOUNGER AGENCY</b> Elizabeth Younger 5418 Longley Lane, Suite B Reno, NV 89511 Phone: (775)329-4200 Fax: (775)329-4283 Website: <a href="http://www.youngeragency.com">www.youngeragency.com</a> Work Types: advertising/public relations/marketing	<b>RIDGELINE EXCAVATION</b> Jamey Lee Knaub Po Box 26 Toston, MT 59643 Phone: (406)266-3622 Work Types: construction (hwy/rd/res/com), excavating (hwy/rd/res/com), grading, sewer/water systems	<b>TRINDER ENTERPRISES</b> Curtis Trinder Po Box 956 Wolf Point, MT 59201 Phone/Fax: (406)653-2154 Work Types: doors/ windows, residential renovations

## Marketing Tip: Grow your business through personal contacts Beki Brandborg

**H**elp government agencies and hiring companies think of you first by being as visible as possible. You can't generate business and phone calls by sitting in your office or shop—you have to be visible in your community and your business circles.

How do you develop those personal relationships so people know about you and contact you first when they have a project available?

- ♦ Regularly attend business social events such as *Business Card Socials* or *After Hours Parties* hosted by your local Chamber of Commerce. If you are not a member, join. (This might cost \$100-\$250 depending on the size of your company.) Socialize at these social/business parties and be prepared to explain briefly what business service you provide.

- ♦ Attend trainings and workshops that will help your business grow. Again, introduce yourself and tell other attendees what you do.
- ♦ If there are regular, local meetings of business owners in your industry or type of business, attend! Consider contractor associations, building industry associations, or whatever sector is a good fit. Don't go just once; go as often as you can!
- ♦ Introduce your company to businesses and agencies that might contract with you. Try to meet a certain number of new people every week.
- ♦ Give people your business card at every opportunity.

Here are two ways to get started:

- 1) Carry business cards.
  - ♦ Create your own with your computer using paper that is designed for this purpose and available at office

supply stores;

- ♦ Order them on-line; or
- ♦ Have them printed at a local print shop.

- 2) Describe your product or service in one or two sentences:
  - My business does .....
  - We provide .....
  - We specialize in .....
  - I have equipment that .....

This is often called an *elevator speech*, because you should be able to deliver it between elevator floors, so practice making it short. Even if you haven't had a contract yet, tell potential business contacts that you **do** it, not that you **will** do it. It's much more powerful to say it this way.

Take positive action and grow your business. Keep your face, smile, hand-shaking hand, and business cards out there. The more people that know you, the more people will think of you first and want to work with you.

*Beki Brandborg is a DBE in Helena who provides meeting facilitation for groups, businesses and government agencies. Her 15-year old business is called Building Better Workplaces and is reachable at [beki@initco.net](mailto:beki@initco.net) and 406-442-2265. In each DBE newsletter she gives us a quick marketing tip, and recommends a book that we can read (or sometimes listen to) that can help grow our business. This month's recommended book is *The Tipping Point* by Malcolm Gladwell (available at Amazon.com for \$3.99).*

## Useful Resources

### Advocacy and Support:

Governor's Indian Affairs Liaison: Jennifer Perez Cole, 406-444-3713, [jpcole@mt.gov](mailto:jpcole@mt.gov)  
 Governor's Office of Economic Development: Jerry Lamb, 406-444-1366, [jlamb@mt.gov](mailto:jlamb@mt.gov)  
 Montana Indian Business Alliance: <http://www.mibaonline.org/SmallBusinessResources.html>  
 Southeastern Development Corporation: <http://www.semcd.org/>  
 Montana Cooperative Development Center: <http://www.mcdc.coop/>

### Contracting opportunities:

State of Montana: <http://www.discoveringmontana.com/doa/gsd/osbs/Results.asp?AgencyID=TRANS>  
 Montana General Services Division: [www.gsd.mt.gov](http://www.gsd.mt.gov)  
 City of Billings: [www.ci.billings.mt.us](http://www.ci.billings.mt.us)  
 Great Falls Tribune: [www.greatfallstribune.com](http://www.greatfallstribune.com)

Online representation and certifications applications: <http://orca.bpn.gov>

### Business topics/ Starting a business:

<http://humanresources.about.com>  
[www.business.com](http://www.business.com)  
<http://www.entrepreneur.com/bizstartups>  
 Small Business Administration: <http://www.sba.gov/>  
 Internal Revenue Service: [www.irs.gov/businesses/small](http://www.irs.gov/businesses/small)

### Business training:

Montana Business Connection: <http://www.mbc.umt.edu/calendar/default.asp>  
 Montana Small Business Development Center: [http://commerce.state.mt.us/BRD\\_SBDC\\_Cal\\_June.asp](http://commerce.state.mt.us/BRD_SBDC_Cal_June.asp)  
 Indianpreneur and NxLevel training: Phil Belangie, Montana Department of Commerce, 406-721-3663, [pbelangie@mt.gov](mailto:pbelangie@mt.gov)

National Highway Specifications: <http://www.fhwa.dot.gov/construction/>

Online Courses: [www.elementK.com/corp/catalog.html](http://www.elementK.com/corp/catalog.html)

## Reward loyal customers, and they'll reward you

**A**ccording to global management consulting firm Bain and Co., a 5 percent increase in retention yields profit increases of 25 to 100 percent. And on average, repeat customers spend 67 percent more than new customers. **So your most profitable customers are repeat customers.** Are you doing enough to encourage them to work with you again? Stay in touch, and give them something of value in exchange for their time, attention and business. It doesn't need to be too much; a coupon, notice of a special event, helpful insights and advice, or news they can use are all effective. Just remember: If you don't keep in touch with your customers, your competitors will.

By Gail Goodman | May 01, 2005

## MDT Civil Rights Bureau Directory

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### Montana Department of Transportation—Civil Rights Bureau

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## McHUMOR by T. McCracken



McWit Asphalt found their scratch-&-sniff  
business cards that smelled like tar  
did not bring in any jobs.

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